



June 2018

Car Purchasing Process - US

"The household vehicle is typically the second most expensive purchase consumers make besides a home, and for American consumers it is often a necessary purchase. Consumers have a plethora of options available and must navigate those options to find the best vehicle for their budget and lifestyle. In an industry ...

May 2018

Automotive Innovations - US

Within the extremely competitive automotive industry, manufacturers are constantly researching, developing, and introducing new automotive innovations that improve safety, connectivity, comfort and convenience for consumers.

April 2018

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Hybrid and Electric Cars - US

"Vehicle fuel economy is a top concern for Americans and their automobiles. Americans have seen gas prices go over \$3.50 as recently as 2014, so many remember the pain of filling up a gas tank at those prices. Consumers are also increasingly aware of their environmental impact, and seek ...